

NEW  
YORK  
TECH

2025

# SUMMER IMMERSION PROGRAM

*IN NYC*

Includes One  
New York Tech  
Academic Credit

EXPERIENCE NEW YORK CITY AND BOOST YOUR CAREER AND ACADEMICS  
THROUGH PRESENTATIONS, SIGHTSEEING, AND SOCIALIZING.

# Live, learn, network, and socialize in the Big Apple

Join the Immersion Program for college students at New York Institute of Technology. Engage in cultural and career-oriented presentations while seeing, tasting, and strolling through some of New York City's most extraordinary experiences.

Learn More:  
[nyit.edu/nyc-immersion-programs](https://nyit.edu/nyc-immersion-programs)

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## 2025 PROGRAM OPTIONS

### PACKAGE INCLUDES:

- One New York Tech Academic Credit
- A dormitory room in a New York Tech residence hall. Bed linens, a blanket, pillow, soap, shampoo, and towels are provided.
- The dormitory will be staffed with residential assistants who will help guide and care for students during their stay.
- A MetroCard with unlimited access to subways and buses.
- An HTH Worldwide Health Insurance card.
- Daily "New York Nosh" breakfasts each day of program, Six on-the-go New York City lunches, sunset dinner cruise, and dinner in Times Square!
- A certificate of completion at the end of the program.

The program can be customized for schools, colleges, and groups. For pricing information for individual participants or for college and group discounts, please contact the program director.

2025 TOUR DATES	DEPARTING	REGISTRATION PAYMENT DEADLINE*
Monday, June 2 – Sunday, June 15	Monday, June 16	April 21, 2025
Monday, June 16 – Sunday, June 29	Monday, June 30	May 5, 2025
Monday, June 30 – Sunday, July 13	Monday, July 14	May 19, 2025
Monday, July 14 – Sunday, July 27	Monday, July 28	June 2, 2025
Monday, July 28 – Sunday, August 10	Monday, August 11	June 16, 2025
Monday, August 11 – Sunday, August 24	Monday, August 25	June 30, 2025

\*Flights are not included. Pricing subject to change. College student participants must be 18 years and older.

Register Today:  
[nyit.edu/immersion-register](https://nyit.edu/immersion-register)

# Welcome and Orientation

**STUDENTS WILL RECEIVE THEIR ITINERARY AND PROGRAM OVERVIEW, AS WELL AS INFORMATION TO HELP THEM PREPARE FOR A SAFE AND REWARDING VISIT, INCLUDING:**

- Insider tips for a more satisfying NYC experience
- Basic NYC geography
- Navigating NYC neighborhoods with public transit options
- Traveling safely and protecting personal belongings
- Residence hall living and comfort, including gym and laundry facilities
- Eating in NYC: from takeout to fine dining
- Contact information and emergency protocols

**THOUGHT-PROVOKING PRESENTATIONS TAUGHT BY NEW YORK TECH EXPERTS AND INDUSTRY LEADERS:**

- English Communication and Conversation
- NYC Landmarks and Neighborhoods
- Leadership in Business
- Resumes, cover letters, interviewing, and networking in the U.S.
- Providing Service Excellence
- Marketing, Public Relations, and Branding in Business

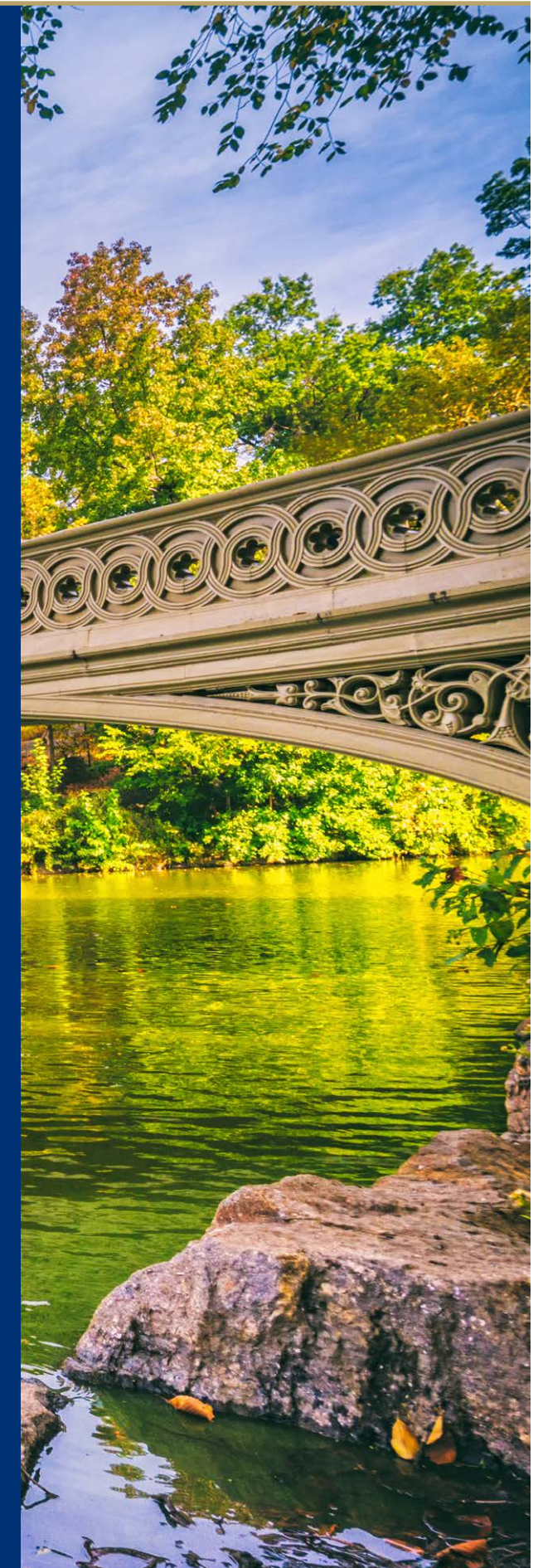


# Cultural Experiences

**STUDENTS SPEND THE AFTERNOON IMMERSSED IN THE BUSTLING NEW YORK SCENE, ENJOYING THE FOLLOWING EXPERIENCES:**

- A Broadway show
- Empire State Building
- Metropolitan Museum of Art
- Midtown Walking Tour: Central Park, Times Square, Fifth Avenue, Rockefeller Center, and St. Patrick's Cathedral
- Museum of Modern Art
- Intrepid Sea, Air and Space Museum
- New York City Public Library and Bryant Park
- Statue of Liberty
- United Nations
- Wall Street Walking Tour: U.S. Stock Exchange, George Washington Inauguration Statue, Trinity Church, Alexander Hamilton's Gravesite, Federal Reserve Bank of New York

*Disclaimer: Under circumstances beyond our control, if an event, tour, or activity venue has closed or tickets are unavailable, we will replace it with an event, tour, or activity venue suitable for this program.*





“Welcome  
to New York,  
it’s been waiting  
for you.”

TAYLOR SWIFT

# Presentations

## ENGLISH COMMUNICATION AND CONVERSATION

To enjoy all that New York has to offer means actively engaging with the city and its people. We offer students an array of presentations, exercises, and workshops—taught by professors and trained leaders—specifically geared for learners of English as a second language. Areas of concentration include: introducing, developing, and changing topics; talk as interaction; talk as transaction; group exchange discussions; social phrases; characteristics of language fluency; taking turns in discussions; strategies for maintaining topic control; conversational routines; and adapting styles.

## NYC LANDMARKS AND NEIGHBORHOODS

Before venturing into the rich landscape of New York City, students will be presented with the fascinating background of historic landmarks and neighborhoods. Taught by a distinguished professor from New York Tech, the talk will highlight iconic buildings, structures, parks, and bridges to help the stories of the city come alive when students go exploring.

## RESUME, COVER LETTERS, INTERVIEWING AND NETWORKING IN THE U.S.

Taught by members of New York Tech’s Office of Career Success and Experiential Education and guest lecturers, this presentation teaches students how to write effective resumes and cover letters. Students also learn how to impress during collegiate and job interviews and how to navigate the world of professional networking.

## MANAGEMENT, LEADERSHIP, AND ETHICS

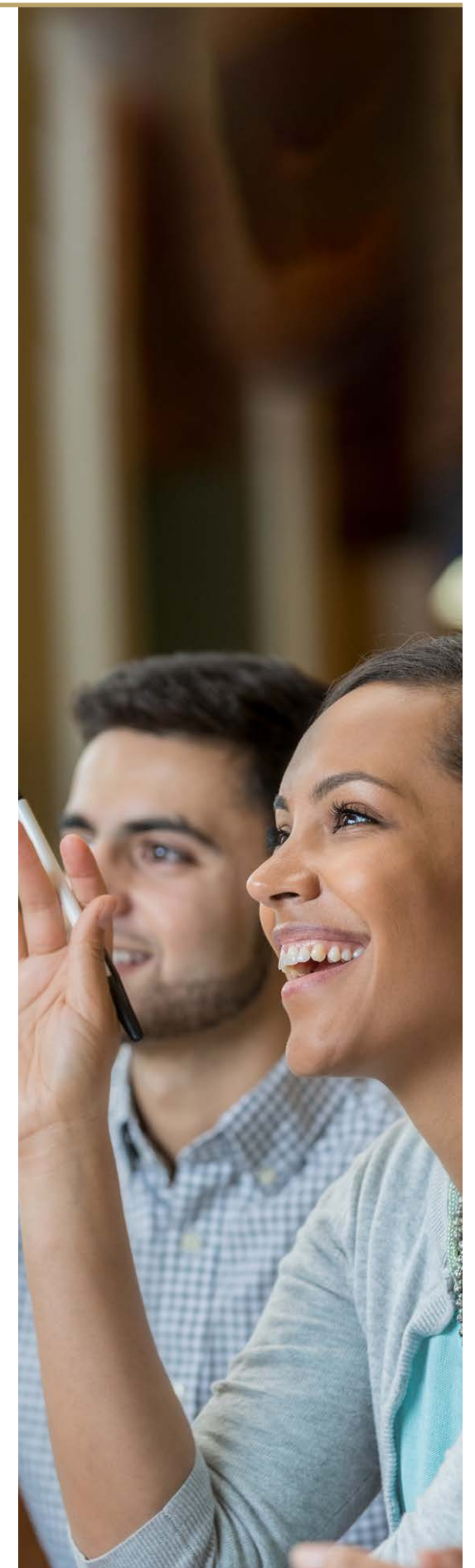
Featuring these topics: proactive management techniques, traits, and characteristics; building a high-performance team; effective communication skills and resources; hiring the right individual; continuous improvement process in business; goal-setting; and establishing ethics and values in the work environment.

## PROVIDING SERVICE EXCELLENCE

Nature of guest service, defining quality service, human side of service, exceeding guests needs and expectations, resolving conflicts and concerns, effective communication, timing is everything, having the winning attitude; training and commitment, adopting a guests service perspective.

## MARKETING, PUBLIC RELATIONS, AND BRANDING IN BUSINESS

Brand Building for Business Organizations, Products, and Services; Enhancing Public Relations, Social Media, and Product Placement; Understanding Business Marketing Principles, Strategies, and Application; Creating Differentiated Products and Services; Identifying and Targeting Your Market; Retaining Customer loyalty



## NEW YORK CITY CULTURAL EXPERIENCES



### EMPIRE STATE BUILDING

The Empire State Building is much more than a 102-story Art Deco skyscraper. It is a monument to the Depression-era grit that helped extract the United States from the worst economic crisis in its history. The unmistakable tower was the world's tallest when its construction came to an end on April 11, 1931, a mere 13.5 months after it began. The building remained the world's tallest until the former World Trade Center's first tower was completed in 1970. Originally, the building's spire was designed to act as a docking station for dirigibles. This function was abandoned after near-disastrous docking attempts were made by a U.S. Navy airship in 1931. Since 1977, the building's spire has, instead, been lit at night with colors to match seasonal events and holidays.

### METROPOLITAN MUSEUM OF ART TOUR

Founded in 1870, the largest member of New York's Museum Mile is also the largest art museum in the Western Hemisphere. The Metropolitan Museum of Art, known as "The Met," contains over 2 million works in 17 curatorial departments. The museum's earliest roots date to 1866 in Paris, when a group of Americans agreed to create a "national institution and gallery of art" to bring art and art education to the American people. Beginning in 1948, the annual Met Gala has become one of the world's most prestigious fashion events. The renowned fundraising benefit for the museum's Costume Institute is given a different theme each year, which comes to life on the red carpet leading to the museum's entrance.

### MUSEUM OF MODERN ART

Regarded as one of the world's largest and most influential museums, MoMA's collection includes works by van Gogh, Picasso, Monet, Cézanne, Chagall, Dalí, Matisse, Mondrian, and a host of others. The collection's modern and contemporary pieces include works of architecture and design, drawing, sculpture, photography, prints, illustrated books, film, and electronic media. Its 53rd Street location, adopted in 1939, places the museum practically in the middle of the city, steps from St. Patrick's Cathedral and Rockefeller Center.

### INTREPID MUSEUM

The Intrepid Sea, Air & Space Museum is an American military and maritime history museum in New York City. It is located at Pier 86 at 46th Street, along the Hudson River, in the Hell's Kitchen neighborhood on the West Side of Manhattan. The museum is mostly composed of exhibits, aircraft, and spacecraft aboard the museum ship USS Intrepid, a World War II-era aircraft carrier, as well as a cruise missile submarine named USS Growler and exhibits on Pier 86.

### NEW YORK CITY PUBLIC LIBRARY AND BRYANT PARK TOUR

Guarded by lions Patience and Fortitude, the Stephen A. Schwarzman building of the New York Public Library is a Beaux Arts masterpiece in the heart of midtown Manhattan. It is also the flagship of the New York Public Library system, containing over 6 million books. The Rose Main Reading Room, serves as a place to study the library's volumes and serves as a sort of unofficial (and free) museum, with an incredibly ornate ceiling lit by impressive chandeliers.

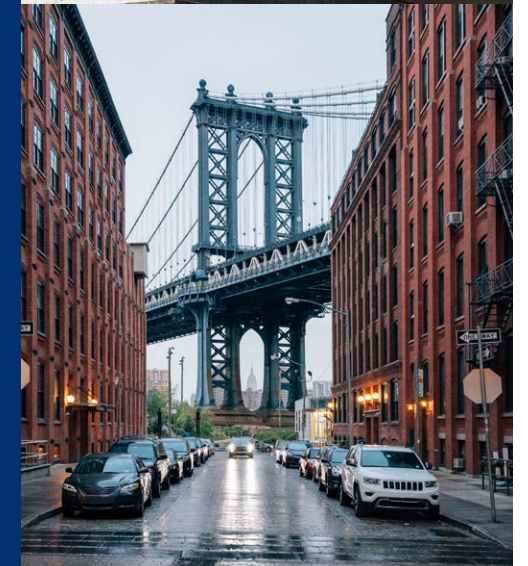
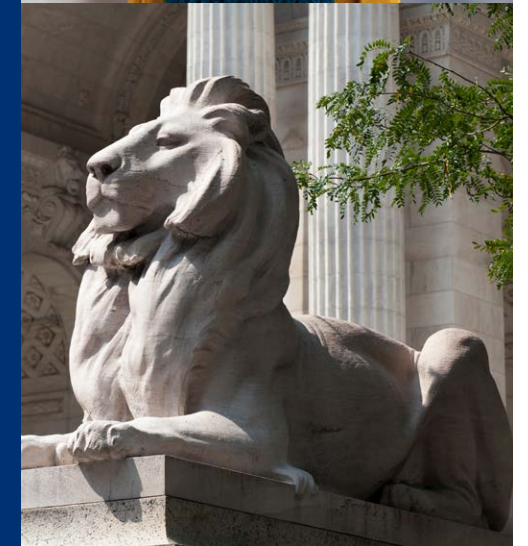
Behind the library sits one of midtown's most prized treasures: Bryant Park. There you will find New Yorkers and visitors alike, settling down for lunch at tables and chairs that line the open lawn. The park's main lawn is also used to screen movies, host concerts, conduct mass yoga classes, and to take refuge from the steel and concrete that surrounds it. In winter, the lawn is replaced by an ice rink and an accompanying winter village.

### STATUE OF LIBERTY

A gift of friendship from the people of France to the United States, the Statue of Liberty is recognized as a universal symbol of freedom and democracy. It stands beside Ellis Island which, beginning in 1892, welcomed more than 12 million immigrants. Nothing represents the American experience as well as Emma Lazarus' poem "The New Colossus," which lives on a bronze plaque affixed to the statue's pedestal. The most oft-quoted and stunning excerpt of her poem reads: *"Give me your tired, your poor, Your huddled masses yearning to breathe free, The wretched refuse of your teeming shore. Send these, the homeless, tempest-tost to me, I lift my lamp beside the golden door!"*

### UNITED NATIONS

The United Nations was founded immediately after the Second World War with the aim of allowing representatives from states across the globe to come together to prevent similar conflicts from happening in the future. It is the world's largest international organization and maintains its headquarters in the Turtle Bay neighborhood of Manhattan. The complex is comprised of the Secretariat, Conference, and General Assembly buildings, which occupy a zone technically considered separate from the United States. Each September, the full UN membership meets in the General Assembly Hall for its annual session and general debate, which many heads of state attend.



## NEW YORK CITY CULTURAL EXPERIENCES

### A BROADWAY SHOW

Broadway shows are known for their quality, and their belief that too much is never enough. The parallel between Broadway productions and New York isn't too hard to draw. And seeing hits such as "Hamilton" or "Wicked" should make that comparison crystal clear. Be it Lin-Manuel Miranda's modern take on American history, the next chapter of storytelling that originated with the 1900 novel "The Wonderful Wizard of Oz," or any other production, a seat in a Broadway theater is sure to dazzle.

### MIDTOWN WALKING TOUR

The public parks in London and Paris became the models for Central Park, which begins in midtown Manhattan and sprawls north over 843 acres. Below the park's southern border, a decidedly less bucolic, but equally engaging part of the city awaits. A walking tour of high points includes Lincoln Center, Times Square, Fifth Avenue, Rockefeller Center, and St. Patrick's Cathedral.

### WALL STREET WALKING TOUR

After the Dutch first started building what was then called New Amsterdam, New York grew from its southern tip north. That means the oldest part of New York City is the financial district, often referred to as one of its most famous streets: Wall Street. A walking tour of one of the most important financial centers in the world will include the U.S. Stock Exchange, George Washington Inauguration Statue, Trinity Church, Alexander Hamilton's gravesite, and the Federal Reserve Bank of New York.



# Signature Dining



## ON-THE-GO LUNCHES

Lunchtimes feature six typical New York lunches, enjoyed on-the-go while exploring the city include local favorites such as pizza, deli sandwiches, NYC Famous Katz's Deli, and more.

## CARMINE'S RESTAURANT

Italian American dishes create an immediate wow factor at Carmine's in Times Square. That's due, in part, to their size. Everything is huge and meant to be shared with friends, family, or anyone else ready for a southern Italian-inspired feast. Like Times Square itself, the restaurant's atmosphere is loud, frenetic, and celebratory. No matter what day of the week diners visit, the feeling of the Italian American tradition of Sunday afternoon at Grandma's permeates the grand, but unfussy dining room. This is a place to order too much, eat too much, and enjoy it all with your favorite people.

## SOCIAL DINNER CRUISE

While there are a remarkable number of dining options in the city, there's nothing quite like a dinner that makes its way around the city. The dinner cruise is a three-hour excursion around lower Manhattan, so no matter where guests are seated, the view is always spectacular and evolving. In addition to the twinkling lights of the New York skyline, diners will get up close and personal looks at the Statue of Liberty, Intrepid battleship, Brooklyn Bridge, and many more awe-inspiring landmarks, while enjoying a full dinner buffet, non-alcoholic drinks, music, and dancing—all from a point of view no ordinary tour could ever deliver.

## YOUR CHOICE

On days when lunch or dinner is not included, your host will provide recommendations.

*Disclaimer: Under circumstances beyond our control, if a Signature Dining event has closed or is unavailable, we will replace it with an experience suitable for this program.*





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